



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

FEBRUARY 2012

WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 12.5 percent for the calendar year of January-December 2011 compared to January-December 2010, and **prepared food and beverage tax collections were up 6.2 percent** during the same period.

GROUP SALES

The GRCVB Convention Sales department has started the New Year keeping Greater Raleigh in the forefront across the globe. Kumi Anzalone, CMP, CASE Regional Director of Accounts and Stephen Jackson, CMP National Sales manager attended Professional Convention Management Association in San Diego, CA. As the President of the Potomac Chapter of Meetings Professional International, she led their mid-year board retreat and Chapter education meeting. Malinda Pettaway, CMP, CASE, Associate Director of Sales and Loretta Yingling, CMP, National Sales Manager, currently serve of the Board of Directors for The Carolinas Chapter of Meeting Professional International. They attended the Midyear Board Retreat and Chapter meeting in Myrtle Beach, SC. Loretta Yingling, CMP was also present at the NC Society of Government Meeting Planners educational meeting. Jana Rae Oliver, Director of Sales, attended Religious Conference Meetings Association Annual Conference and Trade Show, along with Raleigh Convention Center and Marriott Raleigh City Center representatives. The entire department continues to be active in the local community by supporting all Wake county partners. There was a representative at several partner events, to include the Embassy Suites Crabtree, Hyatt Place North Raleigh, Research Triangle Regional Partnership meeting and the NC Technology Association IT Outlook Forum.

SPORTS MARKETING

GRCVB sports marketing staff members attended three national conventions in January – the American Baseball Coaches Association, the National Soccer Coaches Association and the U.S. Lacrosse convention. Key bookings in January included a trio of inline hockey events at DreamSports Center in Apex. They included the 2Hot4 Ice Winter Nationals East in January, the North American Roller Hockey Championships in February, and the 2Hot4 Ice National Games in June. GRCVB sports staffers were involved in planning and preparations for several key upcoming events, including the U.S. Table Tennis Olympic Trials at Bond Park in Cary (hosted by the Triangle Sports Commission and the Town of Cary), the NCAA Women's Basketball Raleigh Regional at the RBC Center (hosted by NC State University), the USA Gymnastics Men's Region 8 Championships at the Raleigh Convention Center (hosted by eNeRGy Kidz and North Raleigh Gymnastics). GRCVB, Capital City BMX and the City of Raleigh are waiting for a decision on their bid for the 2012 Redline Cup East Finals. The event would be held at Lions Park in Raleigh, and an announcement on the site selection is expected soon. The GRCVB and the Town of Cary are working with the National Scholastic Sports Foundation to keep the Great American Cross Country Festival in Cary. The 2011 festival was the last event in a three-year contract, and the local partners

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would like to retain the Great American in 2012 and beyond. The Greater Raleigh CVB has been named a 2012 Readers' Choice Award winner by SportsEvents Magazine. The award was determined by an online vote of sports event owners, planners and organizers. The magazine described the winners as "some of the United States and Canada's most creative and professional convention and visitors bureaus, sports commissions and venues."

PUBLIC RELATIONS

Ryan Smith, Director of Communications, traveled to New York City as part of a Media Mission, hosted by the N.C. Division of Tourism. The event, held at the Midtown Loft, attracted more than 100 travel journalists from publications including *Luxury Travel Advisor*, *Travel + Leisure*, *Budget Travel*, *New York Daily News*, *CBS News*, *Huffington Post Travel*, as well as numerous freelance journalists. In addition to contacts made at the media reception, Ryan Smith held individual appointments with *Facilities and Destinations*, *Successful Meetings*, *Passport Magazine*, The Rachael Ray Show and three freelance journalists based in New York City. Smith also hosted a luncheon in with five social media moms who write about travel, family, food, fashion and events throughout their social media outlets. The Communications Department sent out releases on the Bureau's Gold Award win from the North American Travel Journalists Association (NATJA) for the *Official Visitors Guide to Raleigh, Cary and Wake County*. This is the first time the Bureau has won an award from this premier travel writer organization and only one winner was chosen in each of the 59 categories. Releases were also sent to local, regional and national media for the Bureau winning the DMANC Innovation Award, as well as the installation of solar panels on the roof of the Raleigh Convention Center. The Communications Department assisted journalists from *Meetings South*, *Successful Meetings*, *Smart Meetings* and *Southern Living* on a variety of story options and images. Three journalists visited the area this month on assignment from *Jones Magazine*, *Wines of the South* and *Talent Magazine*. Thank you to all partners for making their visit a positive experience.

SERVICES

January got our 2012 off to a busy start. Tammy Jeffries and Julie Brakenbury represented GRCVB at the ESPA (Event Services Professionals Assn, formerly ACOM) in San Diego. This conference focuses on the servicing side of meetings, conventions and events and proved to be a tremendous learning and networking opportunity for us. Tim Greene, Senior Event Manager at the RCC was also in attendance. Tammy served on the ESPA conference planning committee and it was exciting to see her serve in this leadership role amongst our peers! Upon our return from ESPA, it was "hit the ground running" full speed for arriving groups. RCC based groups included Big Rock East (our third year for hosting and it was record attendance at over 3000 dealers, vendors and BRE staff), Ruritan National (over 800 attendees) and National Agents Alliance for its annual January Leadership Convention (third year and 2000 attendees). Our overall reported numbers are trending nicely for the year, up 3% year to date over last year for total groups serviced. VIC numbers are also strong with only VIC visitor numbers down only slightly (-2.0% but last year we had NHL All Star game during the same time period). Also during January Theresa Tyler (sports services) and Gray Henderson (convention services) assisted with the January Raleigh Police Dept Taxi Driver Orientation class helping to train 55 new drivers. Finally, we ended our month on a high note hosting our annual Tourism Ambassador Event. Our Ambassador event included roundtable breakout sessions featuring Raleigh Police Dept (downtown safety and panhandling awareness), Raleigh Parks & Rec (P&R programs and facilities), Contemporary Art Museum (CAM overview), NC Museum of Natural Science (introduction to the new Nature Research Center) and our own Gray and Jon Gamble (IT manager) introduced our new Shiftplanner (shift schedule software) which



should go a long way in helping us be more efficient in our scheduling processes. The 40 attending Ambassadors also enjoyed a presentation by Nolan Garner, Tourism Marketing Manager, on using our “destination i.d.” branding to help better service visitors. After a great lunch we took an African American History tour (conducted by Capital City Tours). Annually our Ambassadors expand our staffing by an average of 700+ volunteer hours, and thus allow us to provide great welcomes and customer service to our arriving visitors.

MARKETING

GRCVB, in partnership with Triangle Blvd, produced a new destination video to give potential visitors their first impressions of the Raleigh area. The new video highlights the area’s unique, smart, celebratory and dynamic attributes and consists of vignettes of visitors enjoying their trips to the area, from arriving at RDU International Airport to experiencing area hotels, attractions, restaurants, sporting events and outdoor activities. The initial website presence for GRCVB’s Spring marketing campaign went live at www.visitRaleigh.com/newworld. The Bureau and two dozen area hospitality partners will be celebrating the Apr. 20, 24-hour grand opening of a new wing at the North Carolina Museum of Natural Sciences, for 24 days prior and for 24 days after the big event, stimulating leisure visitation and visitor spending. Tourism marketing manager Nolan Garner began to publish a monthly e-newsletter to local hospitality partners designed to keep them informed of the Bureau’s leisure marketing strategies. The Marketing Department also presented on leisure marketing strategies at January 19’s The Conference Table meeting. Department staff updated and revised the Bureau’s social media marketing strategy for 2012. Throughout January, ad sales continued for the annual Official Visitors Guide to Raleigh, Cary and Wake County to be published mid-2012; the advertising media kit is available online (http://www.visitRaleigh.com/pdf/VisitRal2012_MediaKit.pdf). Under GRCVB’s advertising plan for the month of January, a meetings-related ad appeared in a Meetings South e-newsletter.



**VISITOR INDUSTRY STATISTICAL REPORT
JANUARY 2012
HOTEL OCCUPANCY PRODUCTION**

	Chg from Dec. '10	Wake County	North Carolina	United States
Dec. 2011 Occupancy %	+0.8%	48.3%	43.3%	47.6%
Dec. 2011 ADR	+4.4%	\$79.87	\$76.77	\$99.67
Dec. 2011 RevPar	+5.3%	\$38.57	\$33.27	\$47.48
2011 YTD Occupancy %	+4.9%	61.8%	56.1%	60.1%
2011 YTD ADR	+3.7%	\$82.66	\$81.86	\$101.64
2011 YTD RevPar	+8.8%	\$51.07	\$45.92	\$61.06

Source: Smith Travel Research, Inc.-Stats lag by one month; Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

AVIATION PRODUCTION

Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2011

	December 2011	2011 YTD	YTD% Chg from 2010
Passenger Enplanements	383,279	4,583,381	+0.4%
Passenger Deplanements	366,414	4,577,878	+0.9%

RALEIGH CONVENTION CENTER INFORMATION

Activity by Year	2008	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	Total
HVS		9	19	28	33	37	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a	
At RCC (Definite)	14	45	55	60	34	14	16	7	6	4	3	2	2	1	0	1	264
At RCC (Tentative)					6	20	17	8	6	3	2	1	1				64

Above numbers are GRCVB assisted definite and tentative bookings for the RCC

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	Jan. 2012	YTD	11/12 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	4994	60,673	63,091	-3%
Estimated Economic Impact	\$2,533,746	\$31,149,060	\$31,844,169	-2%
Number of Definite Bookings	9	107	105	+1%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	Jan. 2012	YTD	11/12 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	72,453	262,733	192,269	+31%
Estimated Economic Impact	\$81,463,968	\$188,085,486	\$111,756,000	+36%
Number of Tentative Leads	67	302	301	+1%



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	Jan. 2011	YTD	11/12 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	19,599	97,901	55,385	+ 76%
Estimated Econ Impact	\$6,302,061	\$31,150,764	\$18,073,000	+ 72%
Number of Definite Bookings	12	50	39	+ 28%

VISITOR SERVICES PRODUCTION

	January 2012	FY 11/12 YTD	YTD% Chg from 10/11
# of Groups Serviced	24	236	+3.0%
# of Visitor Info. Center Visitors	811	4330	-2.0%
# of Visitor Inquiries *	477	3117	+0.5%
# of Ambassador Volunteer Hours	84	532.5	Baseline yr for tracking

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite				
Sales Convention Center Definite				
Democratic Women of North Carolina	9/21-23/12	150	300	\$87,300
Triangle Church of Christ	3/29-31/13	2,000	4,000	\$1,164,000
TOTAL (A)		2,150	4,300	\$1,251,300

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
2Hot4 Ice Winter Nationals East	1/27-29/12	1,200	2,000	\$306,800
NCHSAA Swimming & Diving	2/8-11/12	563	2,250	\$253,257
NARCH Inline Winter Nat'l's	2/17-20/12	1,500	2,450	\$501,000
NCHSAA Basketball State Finals	3/9-10/12	1,794	6,150	\$704,366
Nat'l High School Baseball Invite	3/28-4/1/12	1,200	1,000	\$306,800
Deep South Classic	4/19-22/12	6,600	4,800	\$1,437,400
NCHSAA Men's Tennis	5/11-12/12	44	175	\$21,416
NCHSAA Lacrosse	5/18-19/12	150	1,000	\$63,350
NCHSAA Women's Soccer	5/25-27/12	388	1,395	\$163,432
NCHSAA Baseball	5/31-6/2/12	1,305	5,220	\$899,145



NCHSAA Softball	5/31-6/2/12	855	3,420	\$589,095
2Hot4 Ice National Games	6/26-7/1/12	4,000	2,800	\$1,056,000
SPORTS TOTALS (B)		19,599	32,660	\$6,302,061
THR Associates	1/24-28/12	14	60	\$50,736
Rockwell Laser Industries	2/6-10/12	50	20	\$17,400
North Carolina Wildlife Resources Commission	2/7-10/12	225	100	\$60,750
Iota Phi Theta Fraternity Inc.	4/20-21/12	80	300	\$111,495
Springdale Travel	9/14-16/12	80	150	\$44,220
Society of Quality Assurance Fall Quality College 2013	9/22-27/13	195	100	\$80,145
Bouchercon	10/6-11/15	2,200	1,200	\$917,700
TOTAL GROUP (C)		2,844	1,930	\$1,282,446
Total (A+B+C)		24,593	38,890	\$8,835,807

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

Group Name	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
Great American Cross Country	2012-13-14	1,000	2,600	\$395,000
GROUP SALES				
Survivor Outreach Services	3/11-16/12	300	60	\$69,300
NC Delta Sigma Theta Meeting	3/30-31/12	62	125	\$41,693
AKA Legislative Day	6/6 - 8/12	5	140	\$16,950
Old North State Medical	6/21-24/12	75	60	\$27,855
NC Tourism Leadership Conference	9/26-27/12	65	85	\$25,545
Prometheus User Conference	10/22-24/12	140	80	\$34,680
SH Worldwide	10/22-25/12	670	1000	\$421,530
Leather History Conference	10/26-28/12	200	175	\$63,750
MPI-Carolinas Chapter Meetings	11/20-22/12	150	110	\$37,100
MPI-Carolinas Chapter Meetings	1/16-18/13	150	110	\$37,100
MPI-Carolinas Chapter Meetings	3/20-22/13	150	110	\$37,100
NC Child and Adult Food Care Program Conference	4/9-12/13	222	300	\$144,882
MPI-Carolinas Chapter Meetings	7/17-19/13	150	110	\$37,100
MPI-Carolinas Chapter Meetings	9/18-20/13	150	110	\$37,100
Hospitality Performance Network	9/25-28/13	885	550	\$379,935
NC Association of Art Educators	10/3-6/13	325	350	\$154,050
Air & Waste Management Association 2014	6/19-29/14	3,630	2,500	\$2,769,030



Health Physics Society	6/28-7/3/14	3,150	1,200	\$1,113,750
Department of Homeland Security	8/10-15/14	3,985	2,500	\$2,500,035
Air & Waste Management Association 2015	6/18-28/15	3,630	2,500	\$2,769,030
The Wildlife Society	10/15-20/16	2,795	1,500	\$1,312,545
GRAND TOTAL		21,889	16,275	\$12,425,060

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
GROUP SALES		
Delta Sigma Theta South Atlantic Regional	1,812	2,500
Air & Waste Management Association	3,630	2,500
Prevent Child Abuse NC	236	350
Prime Advantage	697	260
GROUP TOTAL	6,375	5,610

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
American Baseball Coaches Association	Anaheim, CA (Jan. 4-7)
National Soccer Coaches Association	Kansas City, MO (Jan. 11-13)
Greater Raleigh Sports Council Quarterly Luncheon	Raleigh (Jan. 12)
U.S. Lacrosse Convention	Philadelphia (Jan. 13-15)
Greater Raleigh Sports Council Steering Committee	Raleigh (Jan. 18)
GRCVB Meeting with Town of Morrisville	Morrisville (Jan. 18)
NCAA Women's Basketball Regional LOC Meeting	Raleigh (Jan. 30)
GROUP SALES	
PMPI Monthly Educational Event	Washington DC (Jan 5)
PCMA	San Diego, CA (January 8 - 11)
NC SGMP Chapter Meeting	Concord, NC (Jan 11)
MPI-Carolinas Chapter Board Retreat and Chapter Meeting	Myrtle Beach, SC (Jan 18-20)
PMPI Mid-Year Board Retreat	Bedford, PA (Jan 20-22)
Embassy Suites Crabtree Client Event	Raleigh, NC (Jan 23)
Hyatt Place North Client Event	Raleigh, NC (Jan 26)
NC Technology Association IT Outlook Forum	Durham, NC (Jan 27)